



Social Bs



Social B | YOUR PLUS ONE

MIDPOINT PROPOSAL BY TIMOTHY NGUYEN



Social B

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[03837826]

YOUR PLUS ONE

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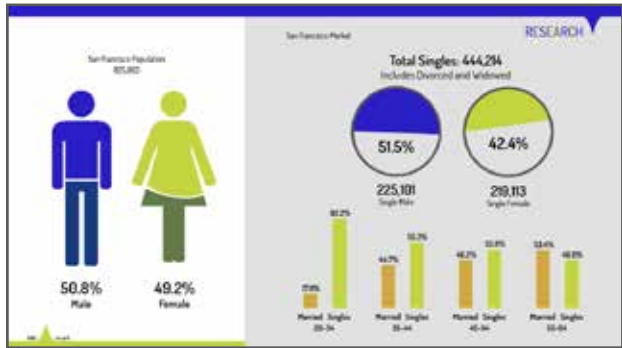


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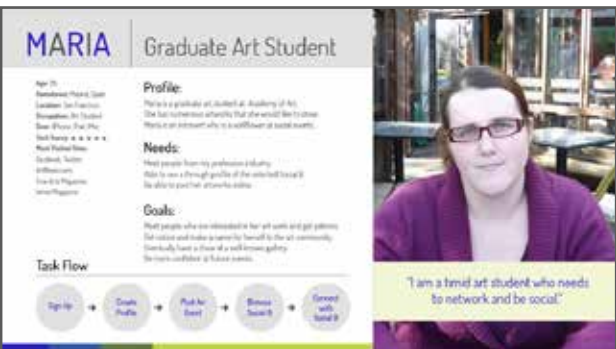
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C'est Moi – It's Me

Hi! My name is Timothy Nguyen. I was born in Vietnam, but raised in New Orleans. I grew up loving everything Vietnamese and French, especially the food and music. I received my BFA in Graphic Design. I am always looking to broaden my creative senses. Web design and new technology have always been fascinating to me. For those reasons, I have decided to get my MFA in Web Design and New Media.

I like design styles that are clean, edgy, communicate well, simple, amazing use of colors and negative space, makes you question about things, and has that wow factor. I crave knowledge and anything that is creative. I love living in San Francisco. This fascinating city continues to offer me diversity of wonderful cultures and has an abundance of creative stimulations everywhere.

wall·flower

a person who, because of **shyness** or lack of a partner, remains at the side at a party or dance.

- *dictionary.com*



MEET Social B

There are some people who are just shy and afraid to take that first step to introduce themselves in a social setting. The setting could be at a bar, mixer, networking event, or even a wedding. You're in a situation where you need to meet people, but you're a wallflower.

Social B is an app. that connects a wallflower with an outgoing social person. The Social B comes with you to your event and helps you start conversations with the people you want to speak with.

Your Plus One!

What is the opposite of two?

A lonely me, a lonely you.

- Richard Wilbur

STATEMENT OF INTEREST

Being the youngest child in a large family, I always had to compete for attention. I guessed it's human instant to get attention from your love ones, such as parents, spouses, life-partners, girlfriends, boyfriends, etc. Through the years, I came out of my cocoon and became a more social butterfly. Today I am no longer a wallflower and can meet new people in any social settings

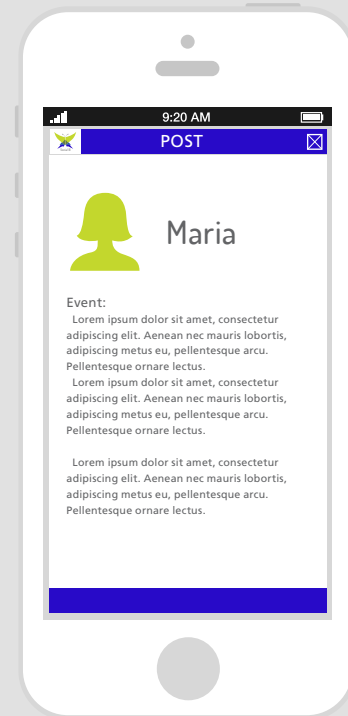
Some of my friends are shy and they always asked me to accompanied them to their social events.

Ninety percent of the time I would helped them with their introduction to the person they want to speak with.

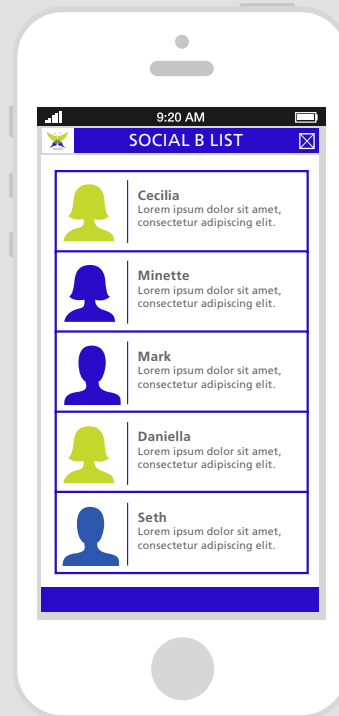
"ONE IS A
LONELY
NUMBER."

- *Unknown*

The Wallflower
post an event



The Social B
respond to post



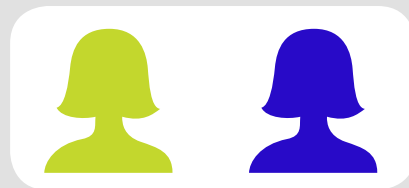
select a Social B

corresponding

meet prior to event



attend the event



HOW IT WORKS

Social B phone application allows the Wallflower to post her event. Based on her criterias she will be matched to a list of potential Social Bs. She will choose a Social B and will meet with him/her prior to the main social event.



The word "INSPIRATIONS" is centered in a large, blue, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a dark grey surface. The background is a light grey gradient, and the overall composition is minimalist and modern.

INSPIRATIONS



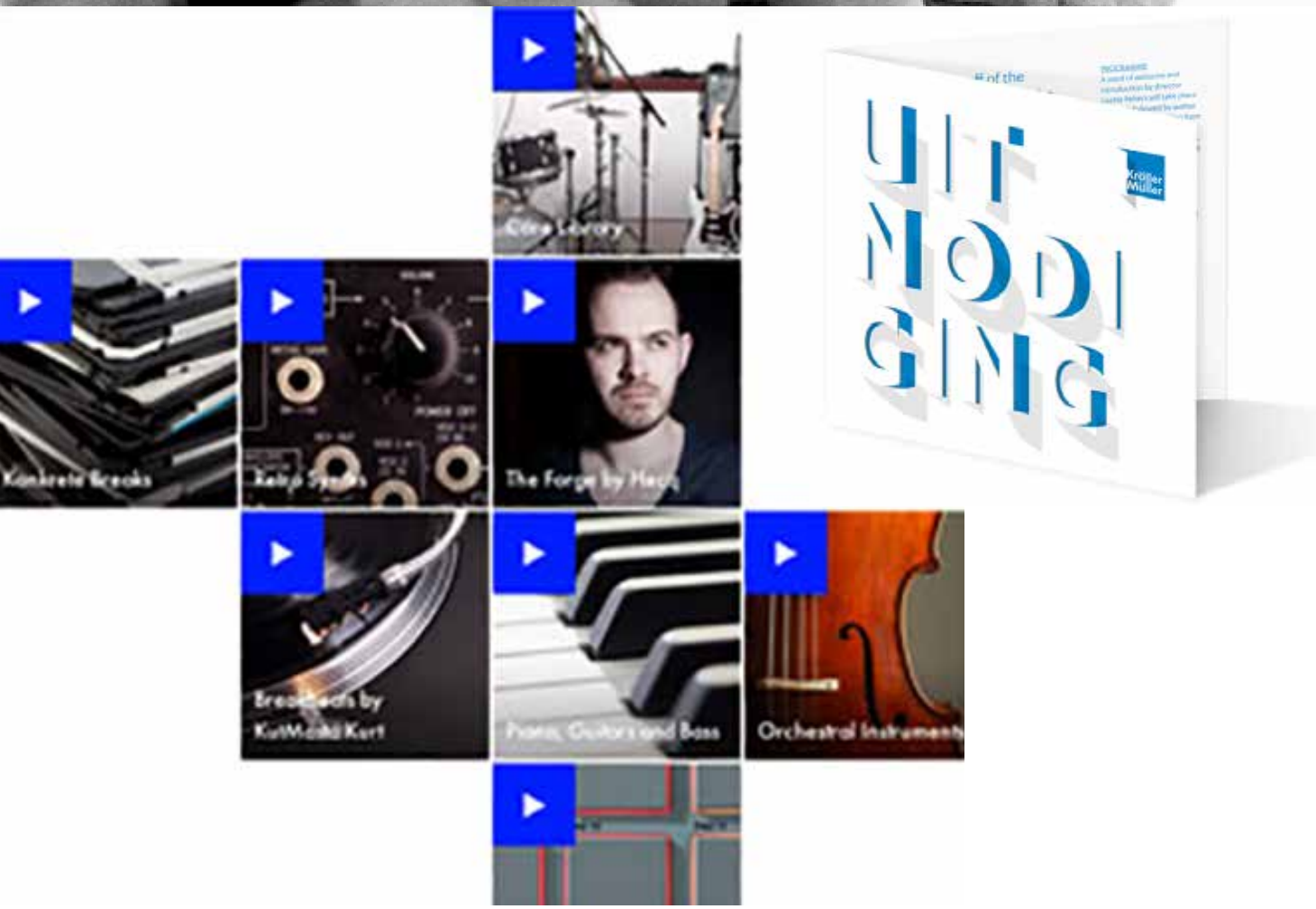
ERIK SPIEKERMANN

Visionary Designer/Typographer

Erik Spiekermann used of typography has inspired me. His types are simple but very effective. It has a sculptural 3 dimensional form. He designed ITC Officina Sans/Serif and started FontShop, the first mail-order distributor for digital fonts.

I have been suffering from Typomania all my life,
a sickness that is incurable but not lethal.

- Erik Spiekermann





CLARENCE JOHN LAUGHLIN

Visionary Photographer

I was inspired by Mr. Laughlin while taking photography one semester at the University of New Orleans. His works are mysterious, visionary and haunting. He freely used multiple exposures and lengthy captions that bridge the gap between the visible world and the metaphysical realm of fantasy and intuition.



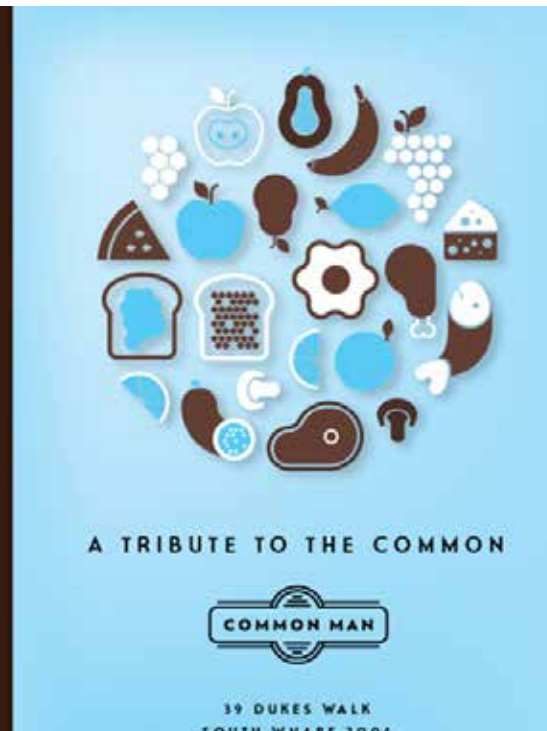
JOSIP KELAVA:

Visionary Designer

Kelava has inspired me through his use of colors, design and typography. In the Melbourne poster, his use of type plays with the image harmoniously.

My direction towards the design world connects with my passion for photography, my lust for typography and the thrill of creating something from nothing.

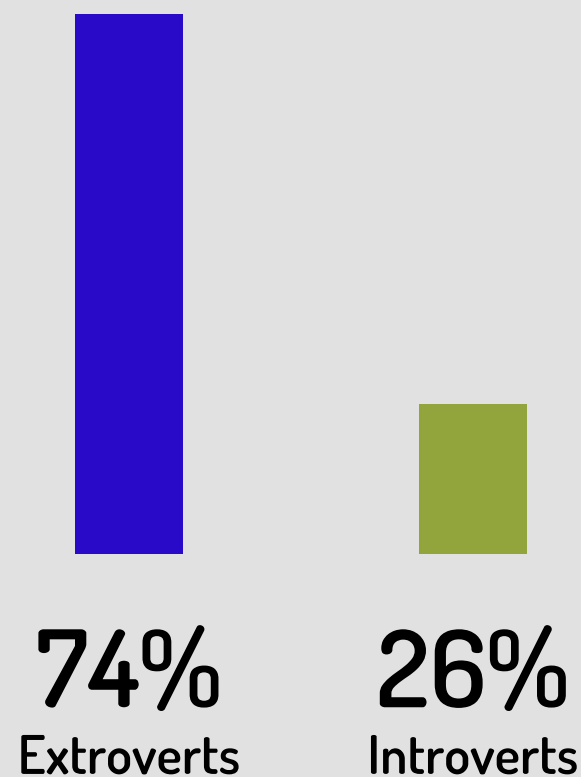
- Josip Kelava



MARKET RESEARCH

RESEARCH

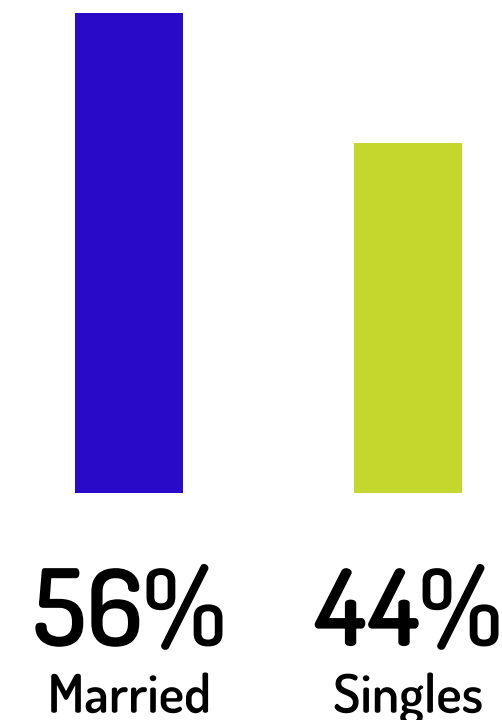
Americans are using smart phones, tablets and social networking sites to meet potential partners. However, some people have an awkward time meeting others in social environments. These are your **singles** and **introverts**.



US population
317,655,000

Singles are accounting for an estimated **\$1.9 trillion** in annual **spending power**.

Singles account for **44%** of the U.S. adult population (**102 million**) with the youngest and oldest adults most likely to be single.



Home purchases by singles, especially **Single Females**, have increased over recent decades and singles account for **1/3** of homes sold in the U.S. today.

Home Buyers: 10% Men **21% Women**

San Francisco Population
825,863



50.8%
Male

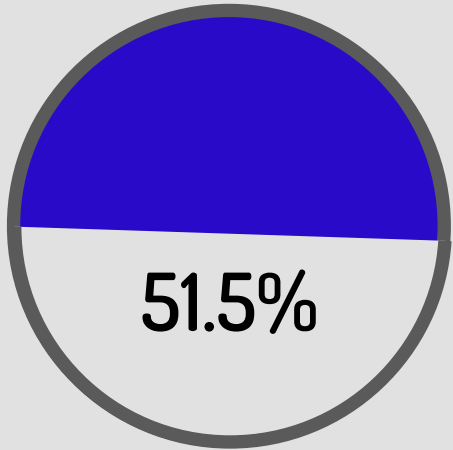


49.2%
Female

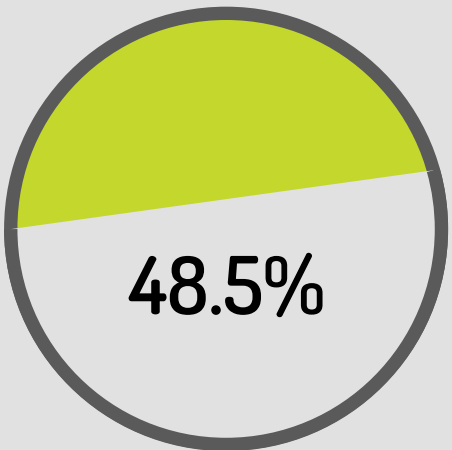
San Francisco Market

RESEARCH

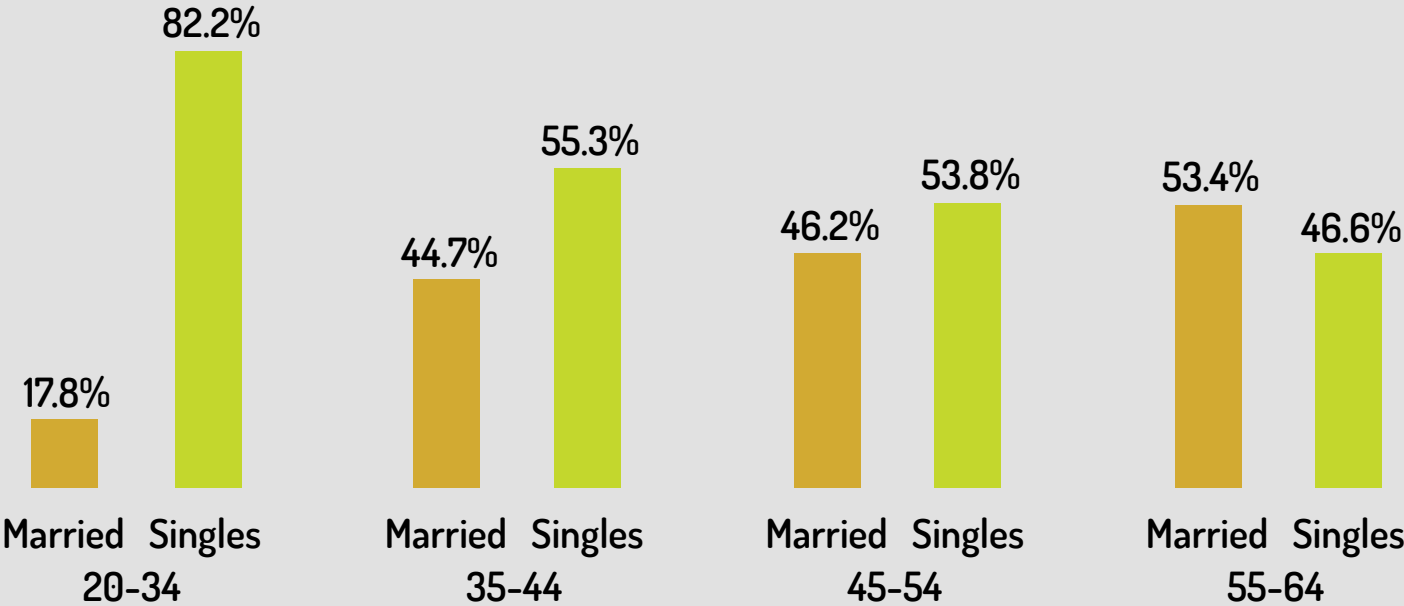
Total Singles: 444,214
Includes Divorced and Widowed



225,101
Single Male



219,113
Single Female



21% Single Female say they feel very alone in the world.

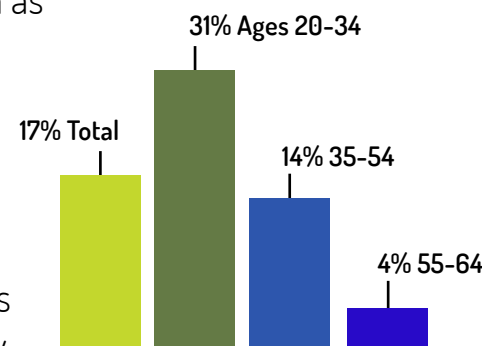
23% Single Male say they feel very alone in the world.

17%

of social networking site users have posted details or pictures from a date on a site such as Facebook or Twitter

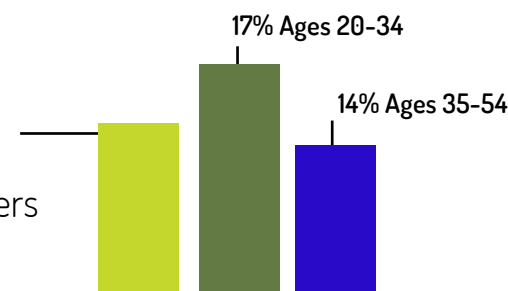


Younger adults are more likely to post details about dates online



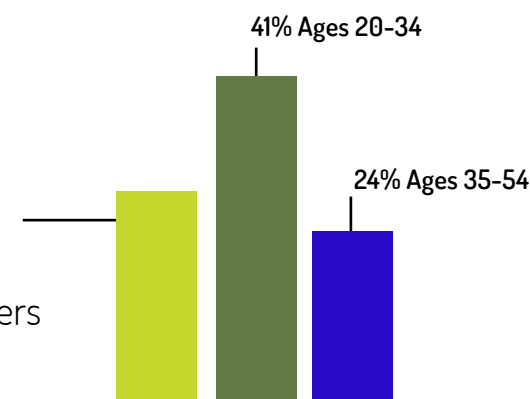
15%

of recent daters have asked someone out on a date using a social networking site, such as Facebook or Twitter



30%

of recent daters have used their social media networks to get more information about people they are interested in dating



Sources:

[academic.mintel.com.library.academyart.edu/Single Lifestyles - US - Feb 2012](http://academic.mintel.com.library.academyart.edu/Single%20Lifestyles%20-%20US%20-%20Feb%202012)

www.factfinder2.census.gov

Pew Research Center's Internet and American Life Project

www.pewresearch.org

www.psychologytoday.com/blog/thrive/201205/are-extroverts-happier-introverts

Published on May 14, 2012 by Dan Buettner in Thrive

<http://www.city-data.com/city/San-Francisco-California.html>

AUDIENCE

TARGET AUDIENCE

Shy, Introverted Singles
26% of the population

Majority

70% Females
Ages: 20- 45

Tech Savvy:
★★★★ - ★★★★★★

30% Males
Ages: 20-45

Education Level:
Bachelor - Doctorate





PERSONAS

MARIA

Graduate Art Student

Age: 26

Hometown: Madrid, Spain

Location: San Francisco

Occupation: Art Student

Gear: iPhone, iPad, iMac

Tech Savvy: ★ ★ ★ ★ ★

Most Visited Sites:

Facebook, Twitter,

ArtNews.com,

Fine Arts Magazine,

Wired Magazine

Profile:

Maria is a graduate art student at Academy of Art.
She has numerous artworks that she would like to show.
Maria is an introvert who is a wallflower at social events.

Needs:

Meet people from my profession industry.
Able to see a thorough profile of the selected Social B.
Be able to post her artworks online.

Goals:

Meet people who are interested in her art work and get patrons.
Get notice and make a name for herself in the art community.
Eventually have a show at a well known gallery.
Be more confident at future events.

Task Flow



“I am a timid art student who needs to network and be social.”



“I’m a natural at meeting people
in social environments.”

Advertising Media Planner

MINETTE

Profile:

I was born and raised in the Bay Area. I went to undergrad at UC Berkeley, moved to Boston for grad school, and started my first advertising job in New York. Now, I’m a media planner at a San Francisco advertising agency.

Age: 27

Hometown: San Francisco

Location: San Francisco

Occupation: Advertising, Media Planner

Gear: iPhone, iPad, iMac

Tech Savvy: ★ ★ ★ ★

Most Visited Sites:

Facebook, Gmail, CNN

Needs:

A Simple, easy application to meet others.

An app that is convenience and resourcefulness.

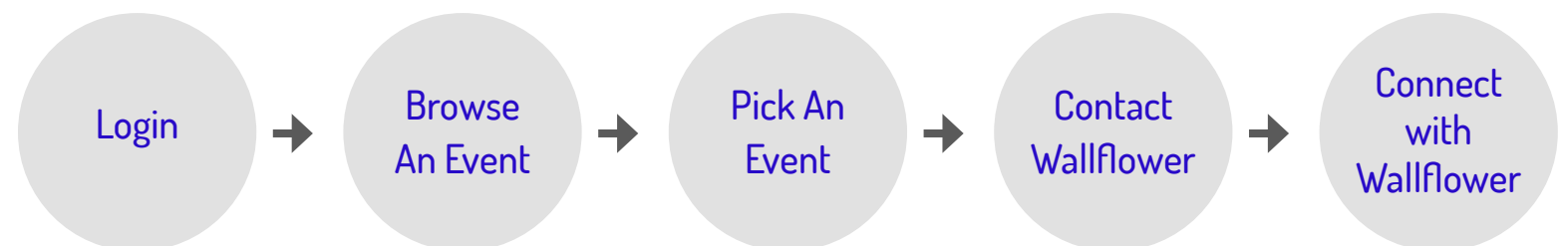
Something that I can post/share photos and reviews.

Goals:

Get People to utilize their time wisely and enjoy the city.

I want to share with people the gems of the city and
at the same time, meet new people.

Task Flow



JANE

Registered Nurse

Age: 37

Hometown: Melbourne, Australia

Location: San Francisco

Occupation: Registered Nurse

Gear: iPhone, Pager, PC at work

Tech Savvy: ★ ★ ★

Most Visited Sites:

Facebook, Twitter,

NursingWorld.org

WebMD and

Other Healthcare sites

Profile:

Jane has been a registered nurse for seven years and recently moved to the bay area from Melbourne. She works a lot and all her co-workers are couples. She is an introverted person and is ready to make a change in her personal life.

Needs:

Visually pleasing, easy to use mobile application.
Something with reviews and photos of the Social B.
An app that will help her to be more social and go out more.

Goals:

Overcome her fear of being social.
Not to be a third wheel when going out with her co-workers.
Meet more people and establish new friendship.
Always have a Social B to go to social gatherings.

Task Flow



“I work 60 hours a week and have no social life outside of work.”



CPA, Accountant

JOHN

Profile:

John is a widower for quite sometimes now. He's a CPA who works long hours. He now feels it's the right time in his life to start meeting new people and establish new friendship

Needs:

A Simple, easy application to meet others.
A wingman to help me overcome my shyness.
Was with my partner for so long, I lost my social skills.

Goals:

Develop a social circle of compatible people.
Meet more people who are not overbearing.
Get out and enjoy life more.

Age: 40

Hometown: Philadelphia

Location: San Francisco

Occupation: CPA

Gear: iPhone, PC at work

Tech Savvy: ★ ★ ★ ★


Most Visited Sites:

Facebook, Twitter,
IRS.gov, FTB.ca.gov, AICPA

"I'm a widower who works long hours with no social outlet."

Task Flow





COMPETITORS

RENT-A -FRIEND

Rent A Friend is a site where you can rent a friend to attend a social event, wedding, or party with you. Hire someone to introduce you to new people, or someone to go to a movie or a restaurant with. Hire a Friend to show you around a new town, teach you a new skill/hobby, or just someone for companionship. It's only a website and doesn't have an app.

Pros

- easy to use
- view and read about a potential friend
- available worldwide
- post your event
- has conversation options between members and friends
- payment online

Cons

- only a website, doesn't have an app
- no option for posting event photos
- can't write a review
- boring interface



THE DATING WINGMAN

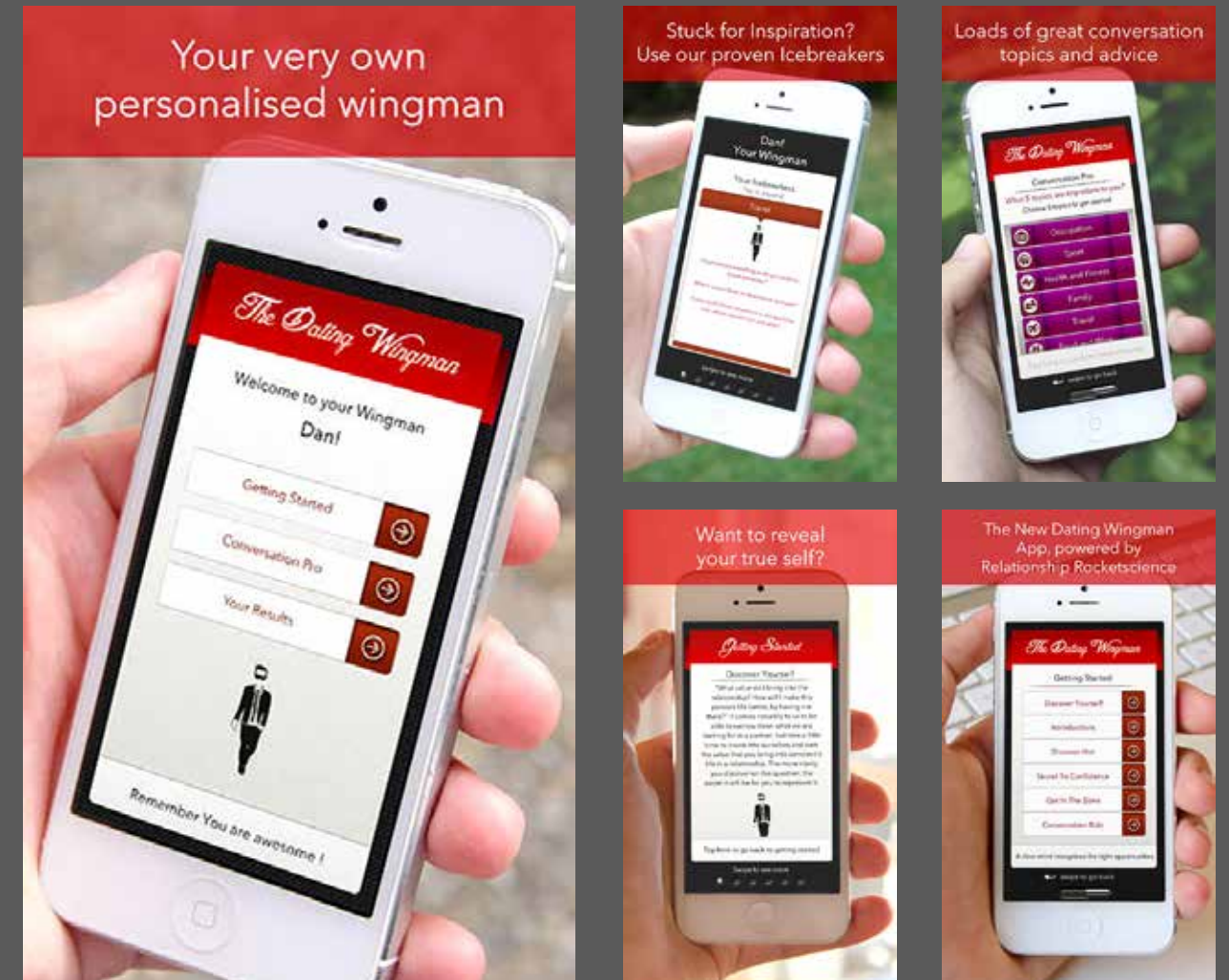
This app is not designed to show you how to pick-up women, but to show you how to get clear on what it is that you are looking for and be able to see it when it's in front of you. It will provide you with a list of ice-breaker questions to kick it off, conversation topics and guidance as to how to best retrieve the information you are looking for when talking on each topic.

Pros

- easy to use
- good conversational tips
- clean interface

Cons

- only gives conversational tip when meeting a woman
- can't post events, photos
- can't write a review
- text only, no photos



BOSTON WINGWOMAN

Boston Wingwoman is a site where you can hire a wingwoman to attend a social event, bar, or party with you. The WingWoman help clients meet their potential partners by breaking the ice and making it easier to meet whomever they are attracted to. It is also use for business networking events to help the shy person with the icebreaker introduction. It's only a website and doesn't have an app.

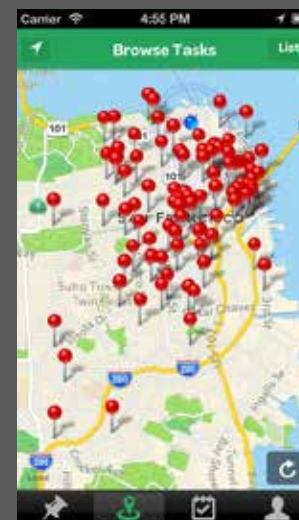
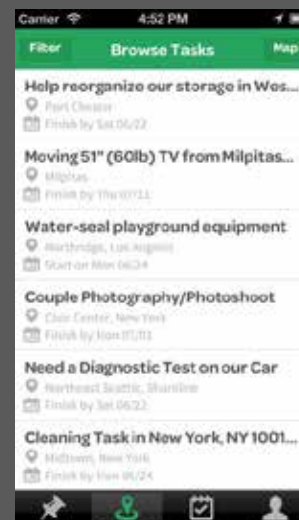
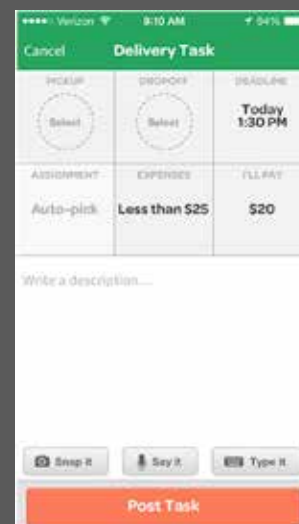
Pros

- easy to navigate
- coaching and consulting available
- payment online

Cons

- website only
- only woman as wingperson
- can't post your events or photos
- can't write a review
- expensive fees
- boring interface





TASK RABBIT

(Inspirational Competitor)

Taskrabbit is a website for desktop and an app for iPhone and Tablets that outsource people to do household errands and skilled tasks. It connects you with people in your neighborhood who can help you get the items on your To-Do list done.

Pros

- easy to use
- post a task
- background check
- clean interface
- conversation between TaskPoster and TaskRabbit
- can write a review about experience
- set max amount willing to pay
- pay online when task is done

Cons

- too many or unlimited tasks
- some tasks are not local
- 20% goes to service fee

COMPETITOR MATRIX

Rent-a-Friend


The Dating Wingman

Boston Wingwoman

Task Rabbit

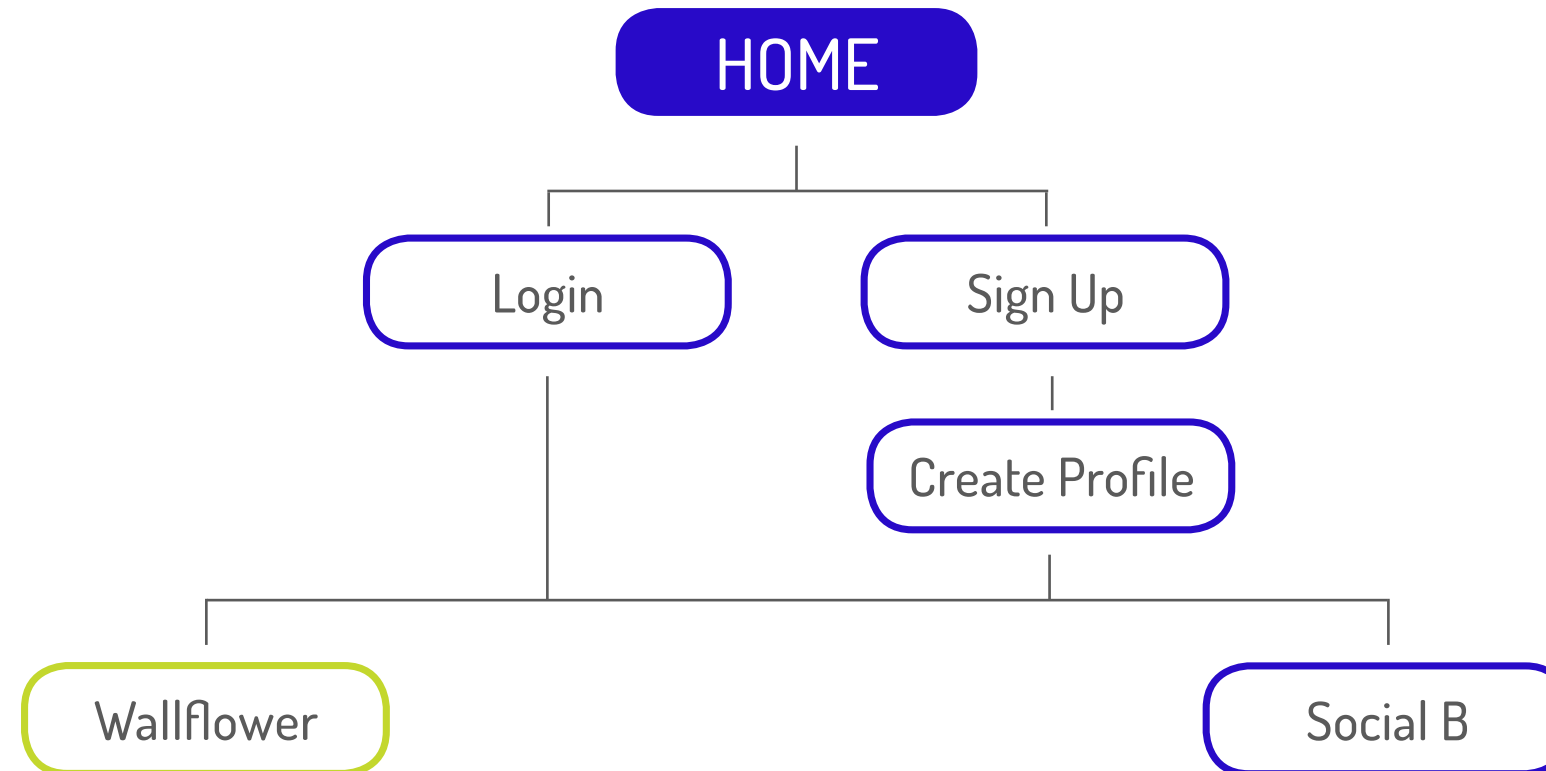
Social B

Post an event	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Easy to use	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
View and select your wingperson	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Share event photos					<input checked="" type="checkbox"/>
Rate your experience and wingperson				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Write a review	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bookmark your favorite wingperson			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monitor your stress level					<input checked="" type="checkbox"/>
Locate other Social Bs at the same event					<input checked="" type="checkbox"/>
Multiple platforms				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Payment online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



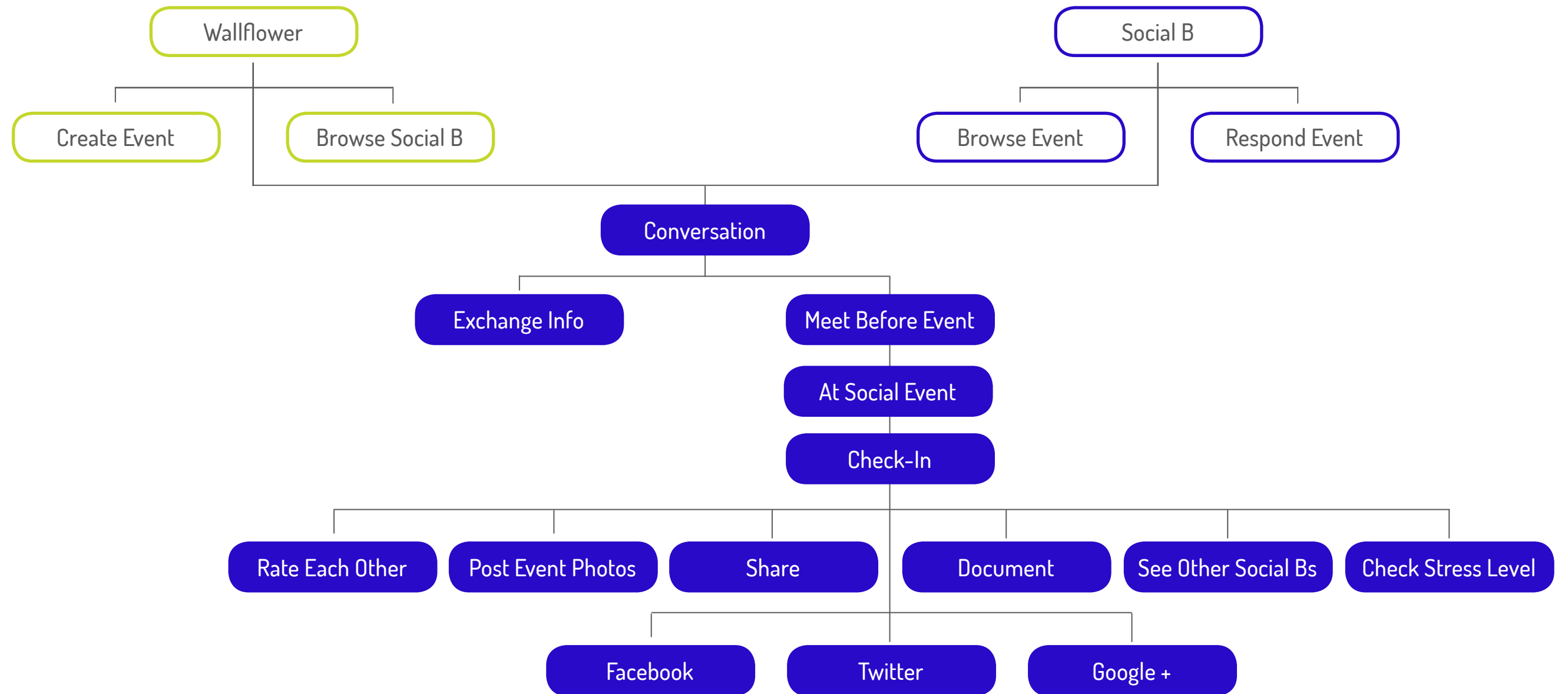
SITEMAP

SITEMAP OVERVIEW



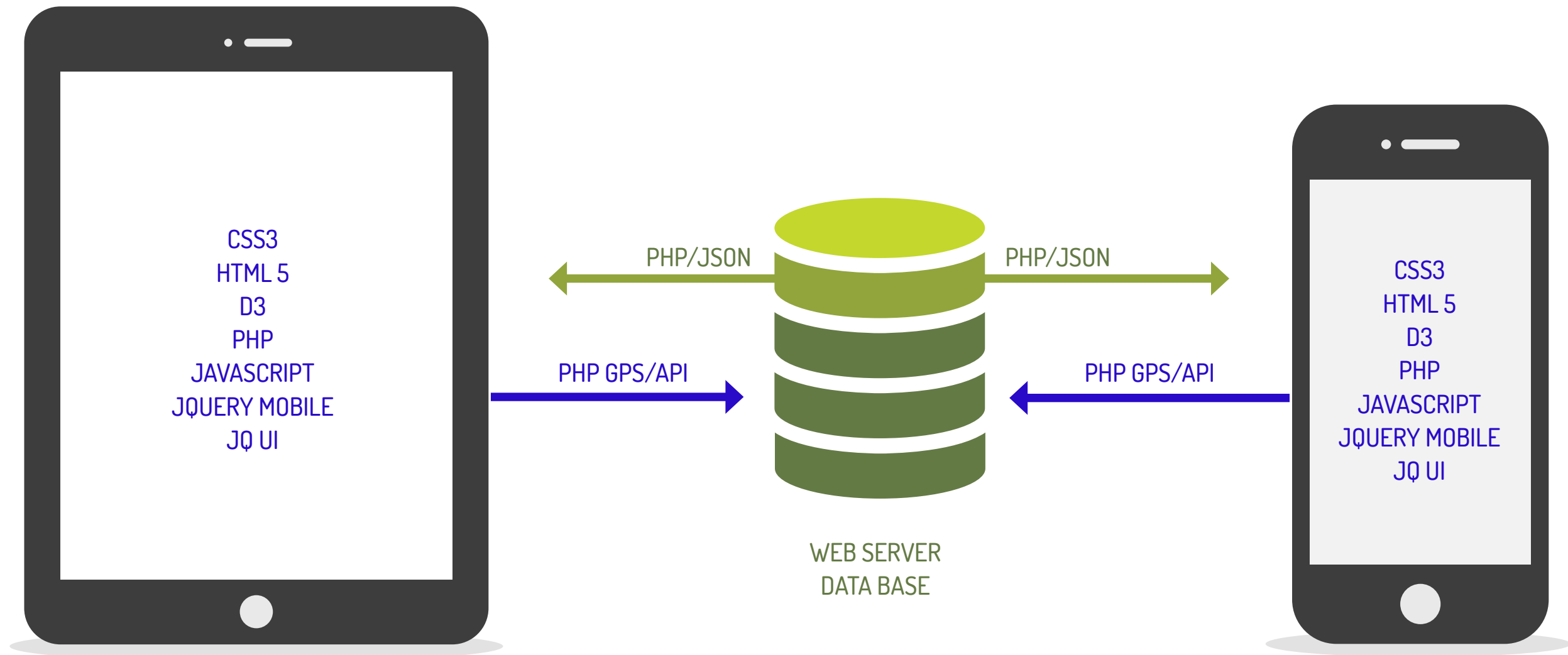
See Next Diagram

SITEMAP

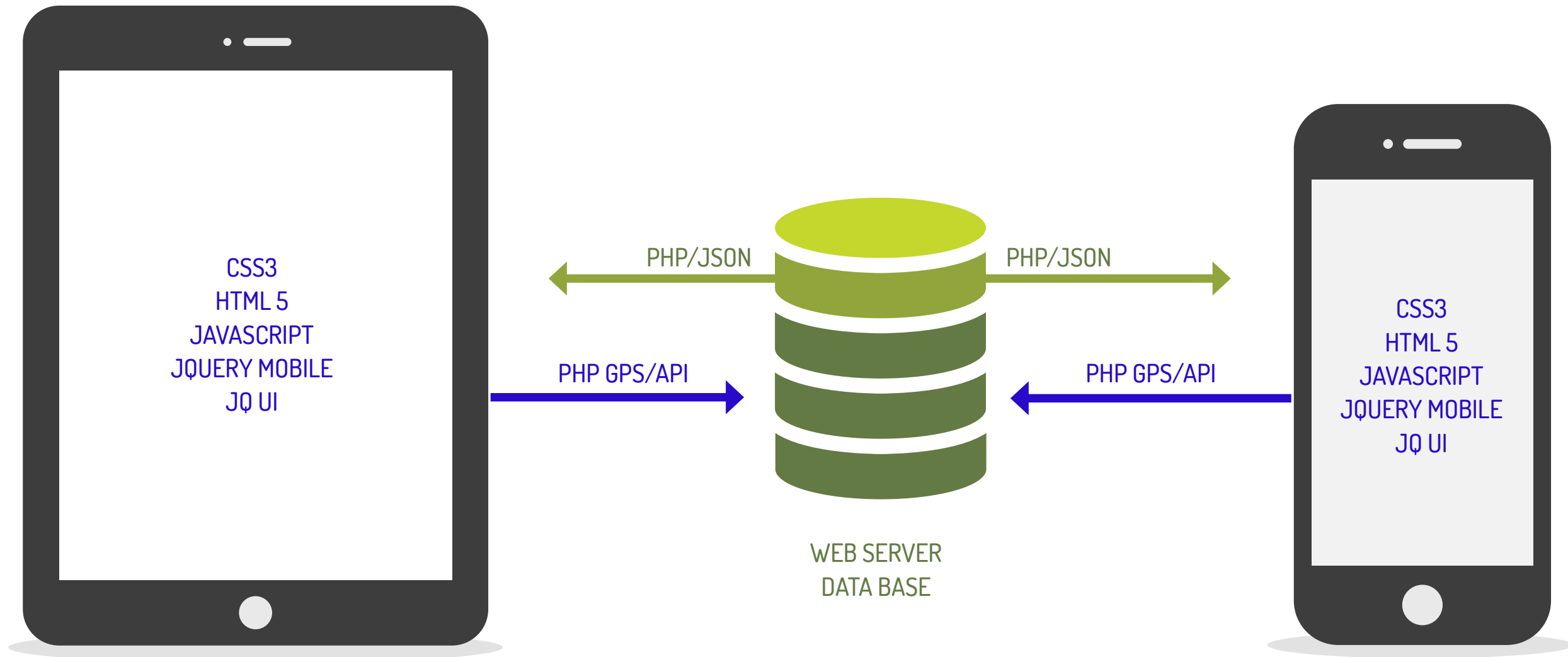


DATA DIAGRAM

DATA DIAGRAM

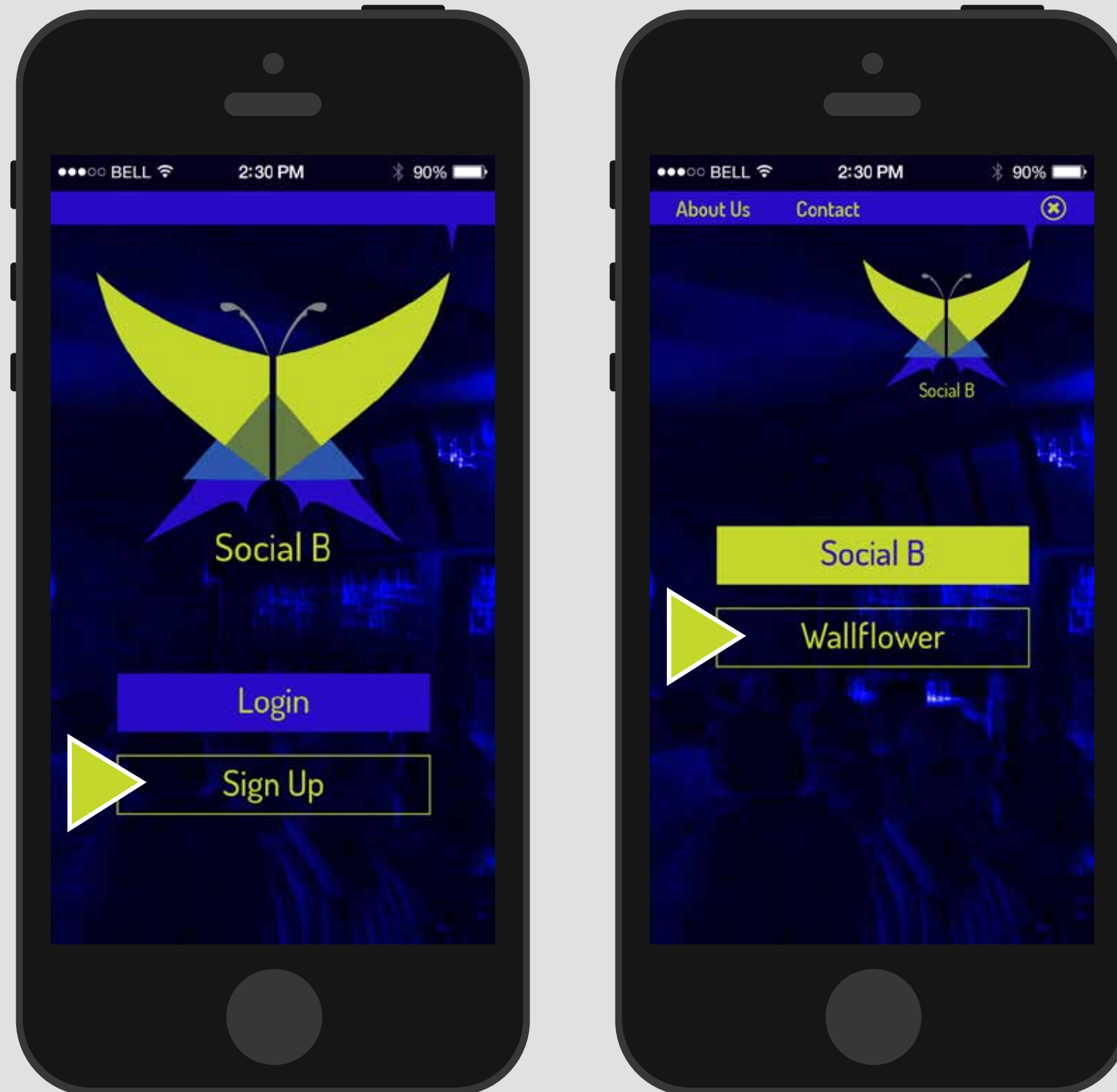


DELIVERABLE DATA DIAGRAM



WALKTHROUGH

USER WALKTHROUGH

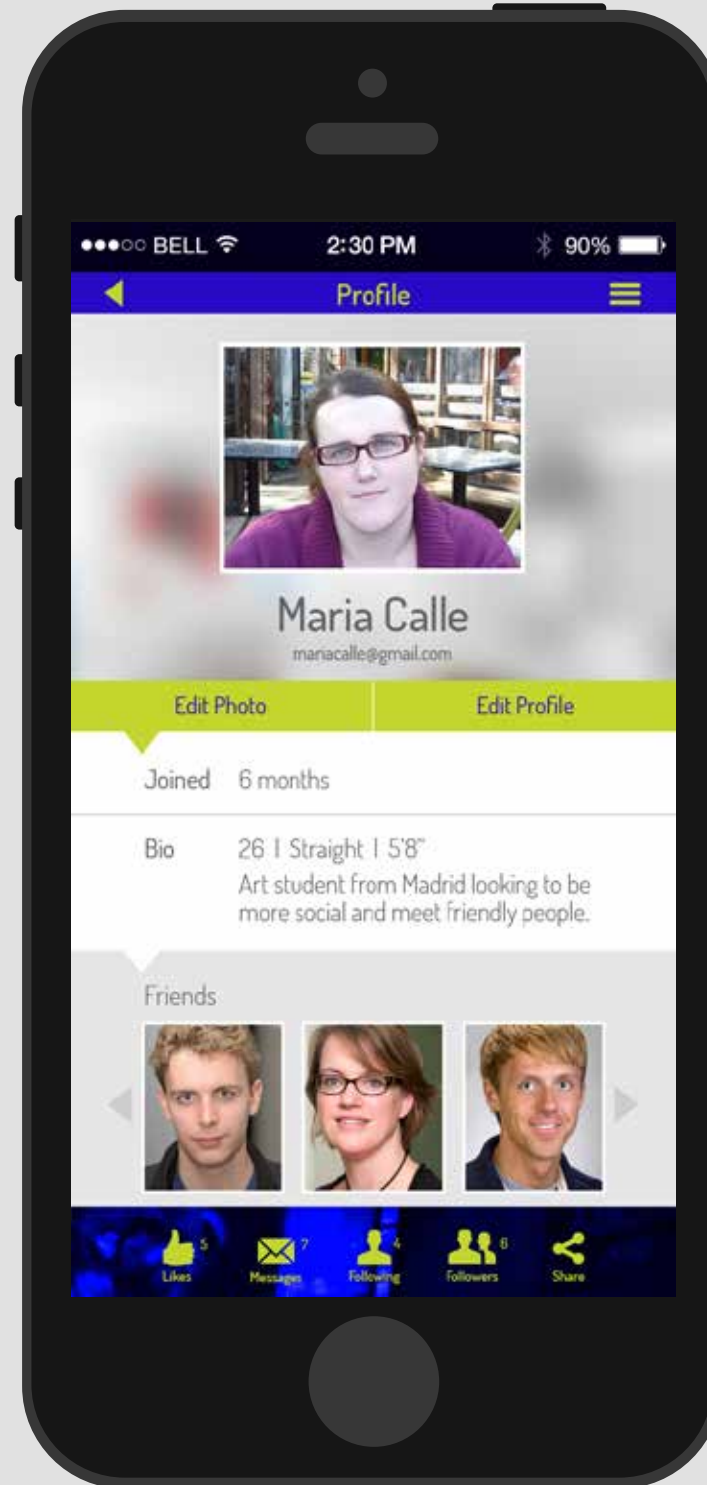


The landing page is where the user login or sign up to become a member.

Users sign up as:

Social B –the social butterfly

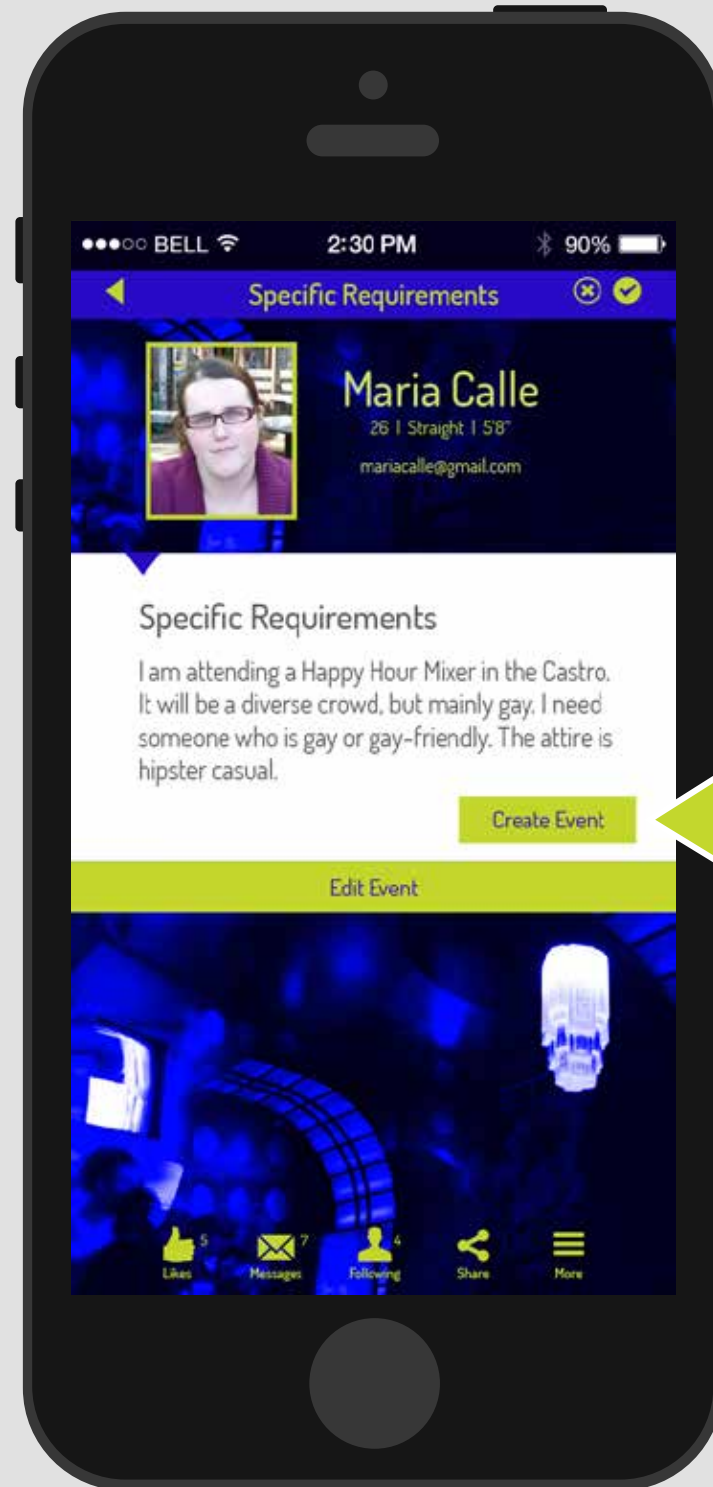
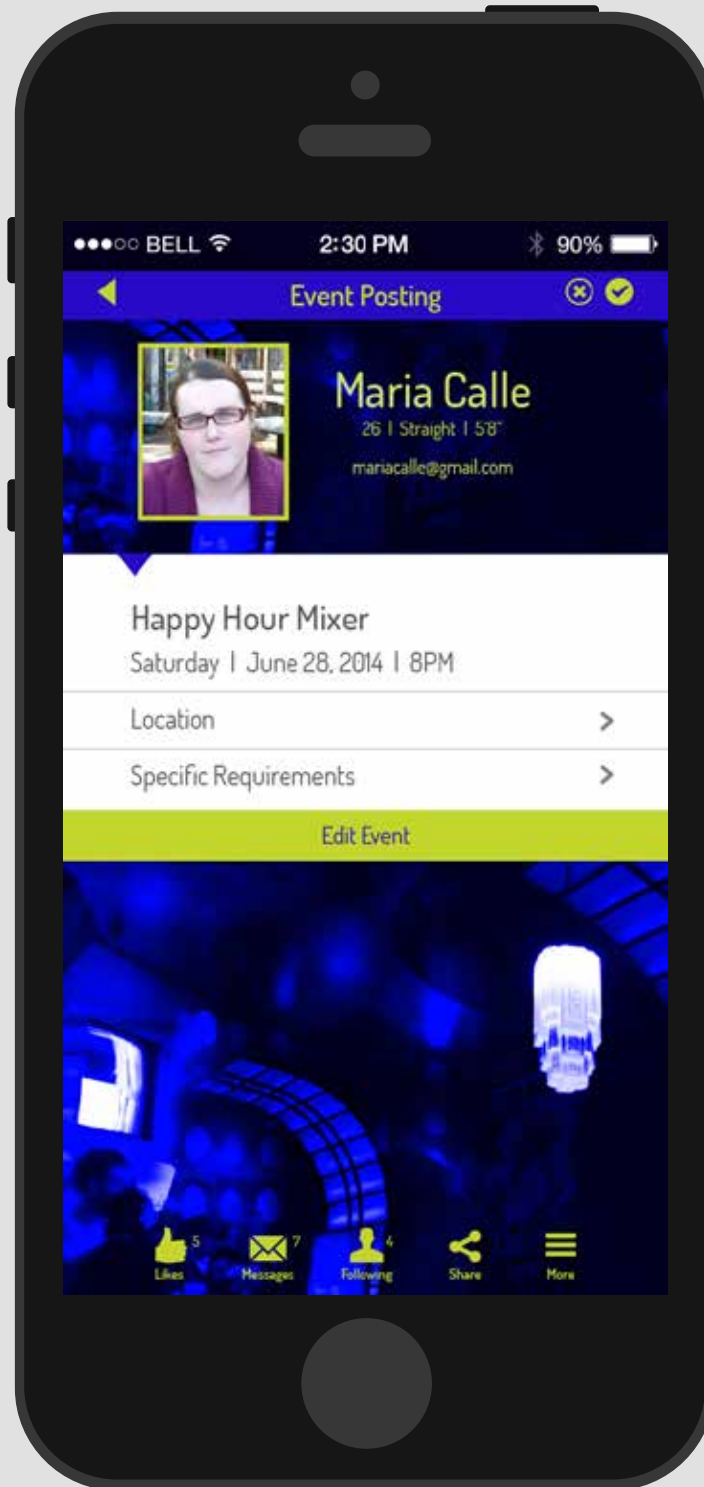
Wallflower –the shy person seeking a companion to her event



USER WALKTHROUGH

User creates login information and accept all terms

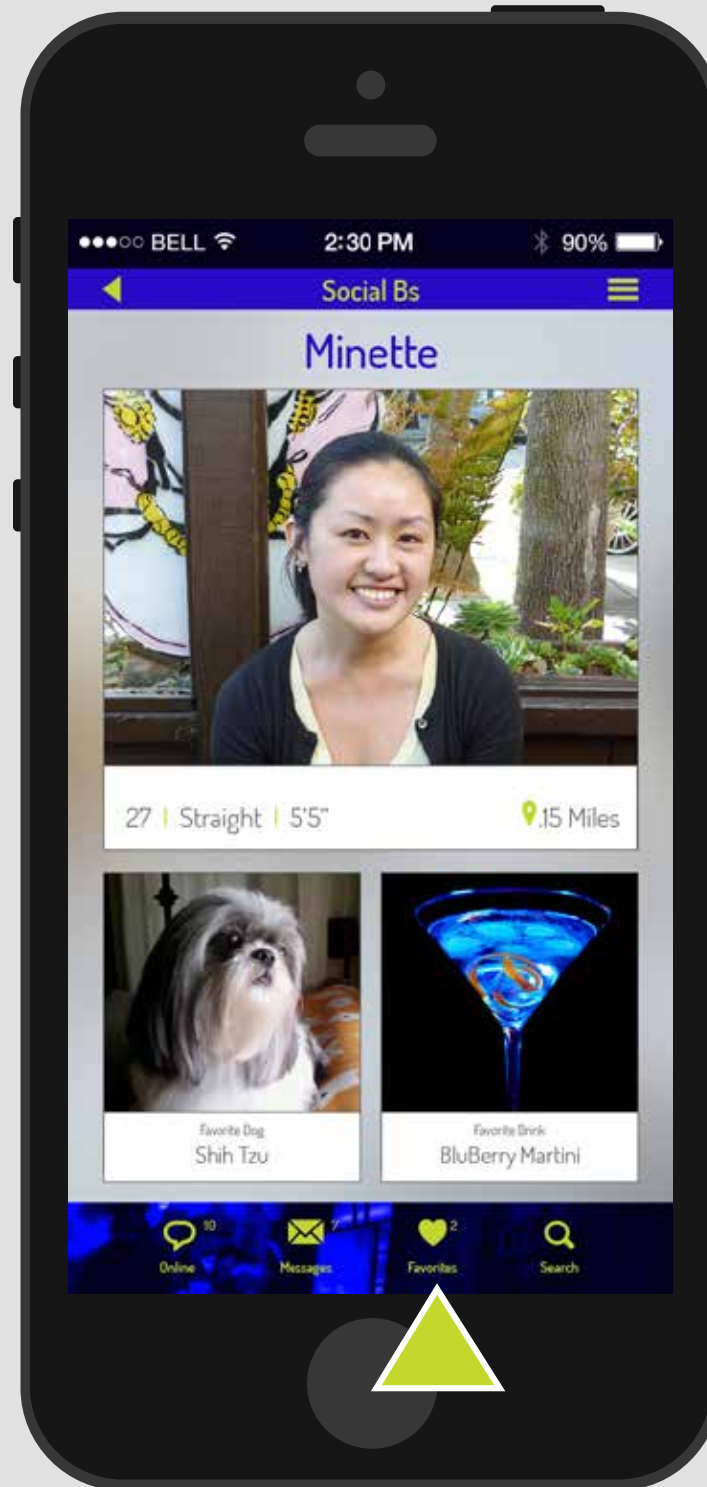
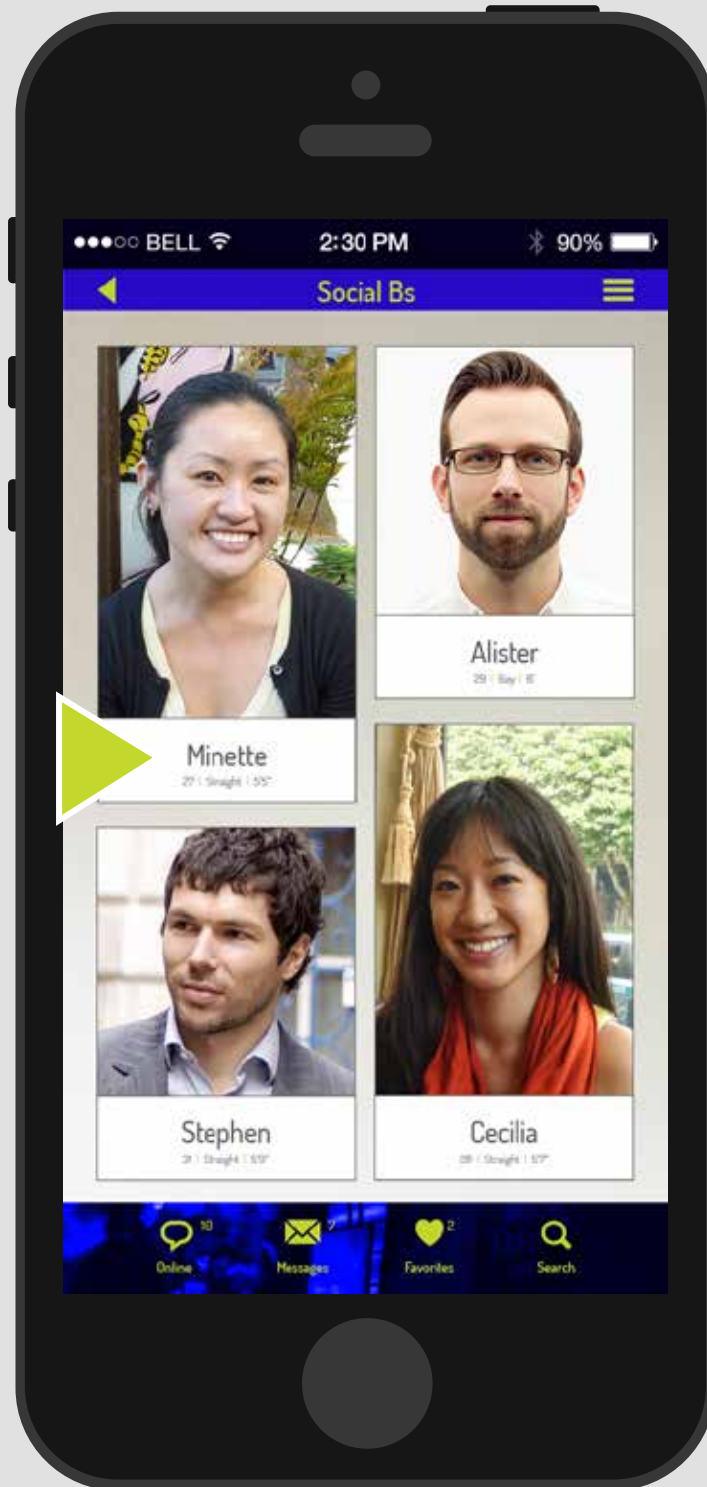
Create Profile



USER WALKTHROUGH

User creates and post an event that she is attending.

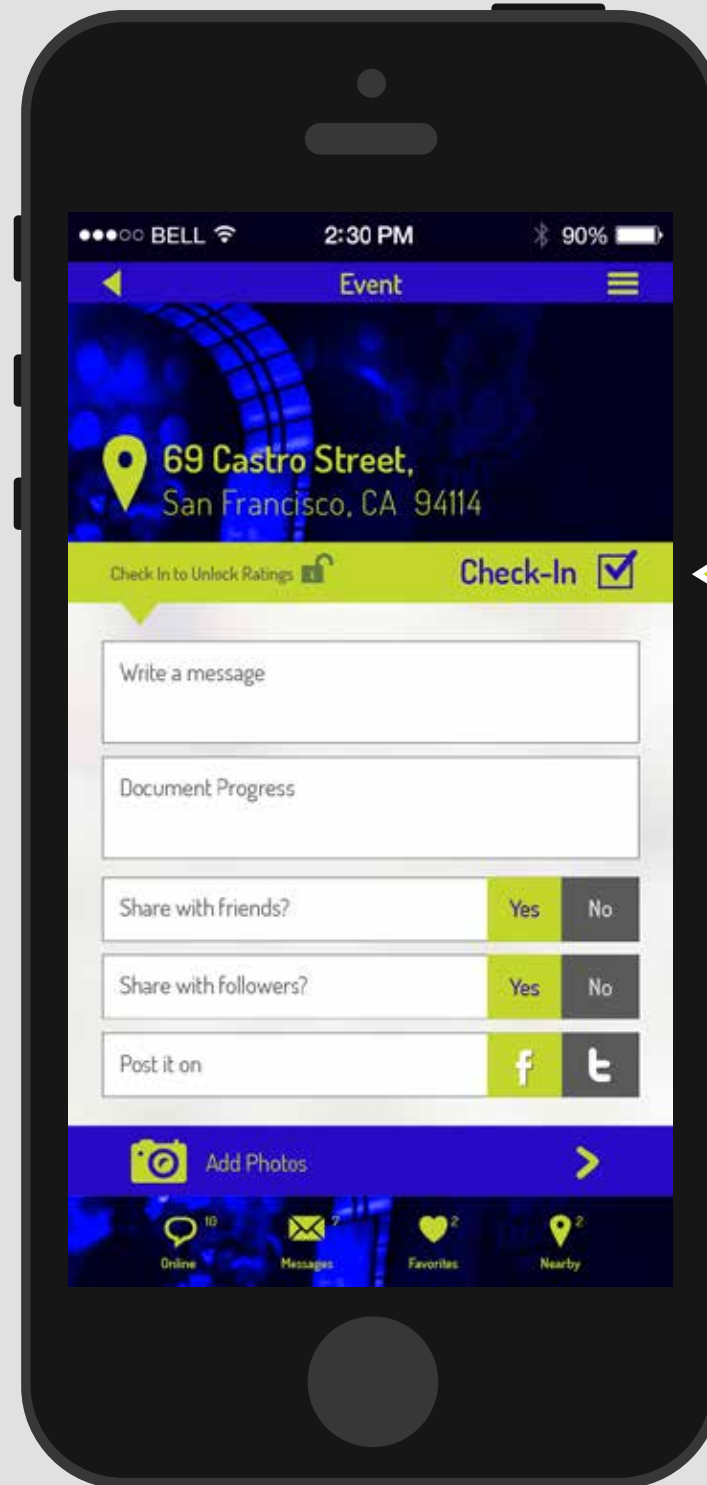
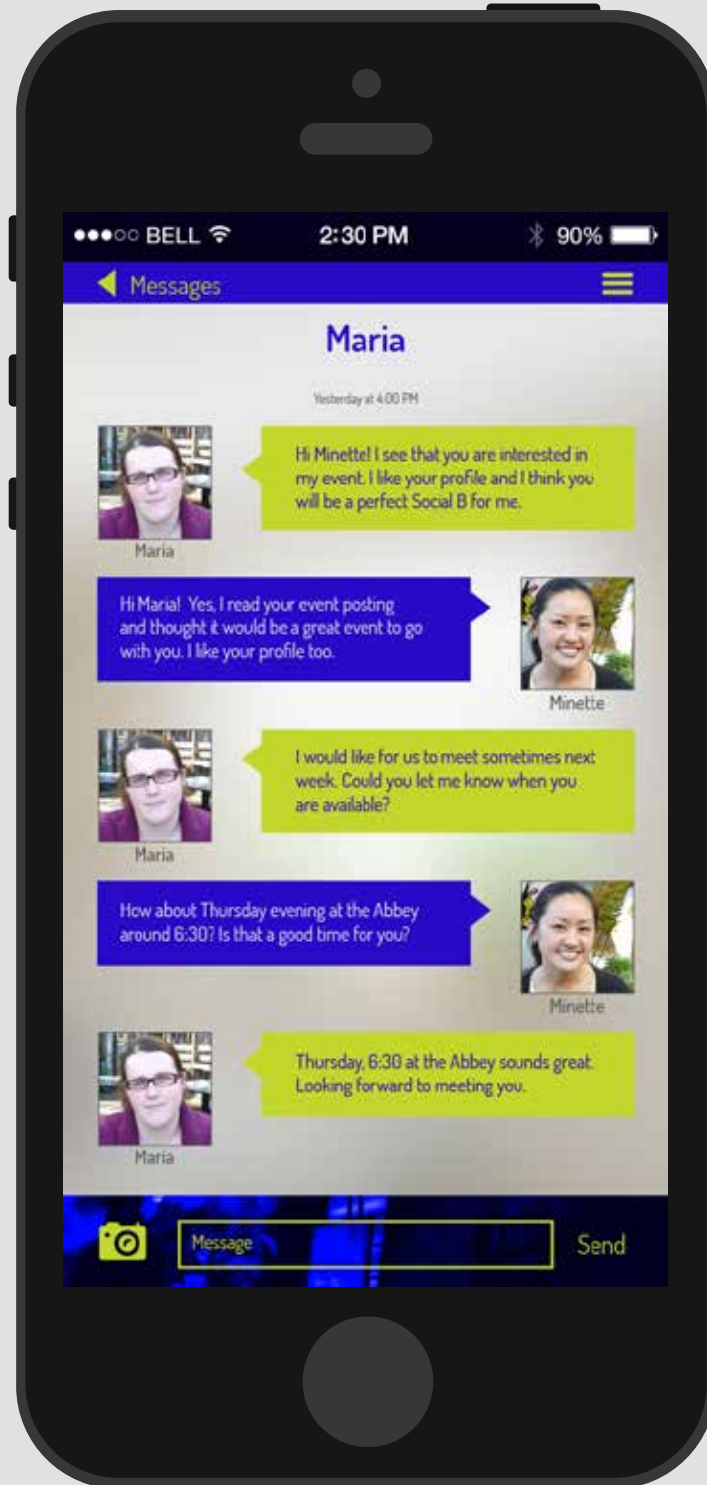
She requests in details her specific requirements for the event.



USER WALKTHROUGH

The user view the Social Bs responses and select her favorite

The user view the selected Social B profile in details and contacts her. Add to favorites

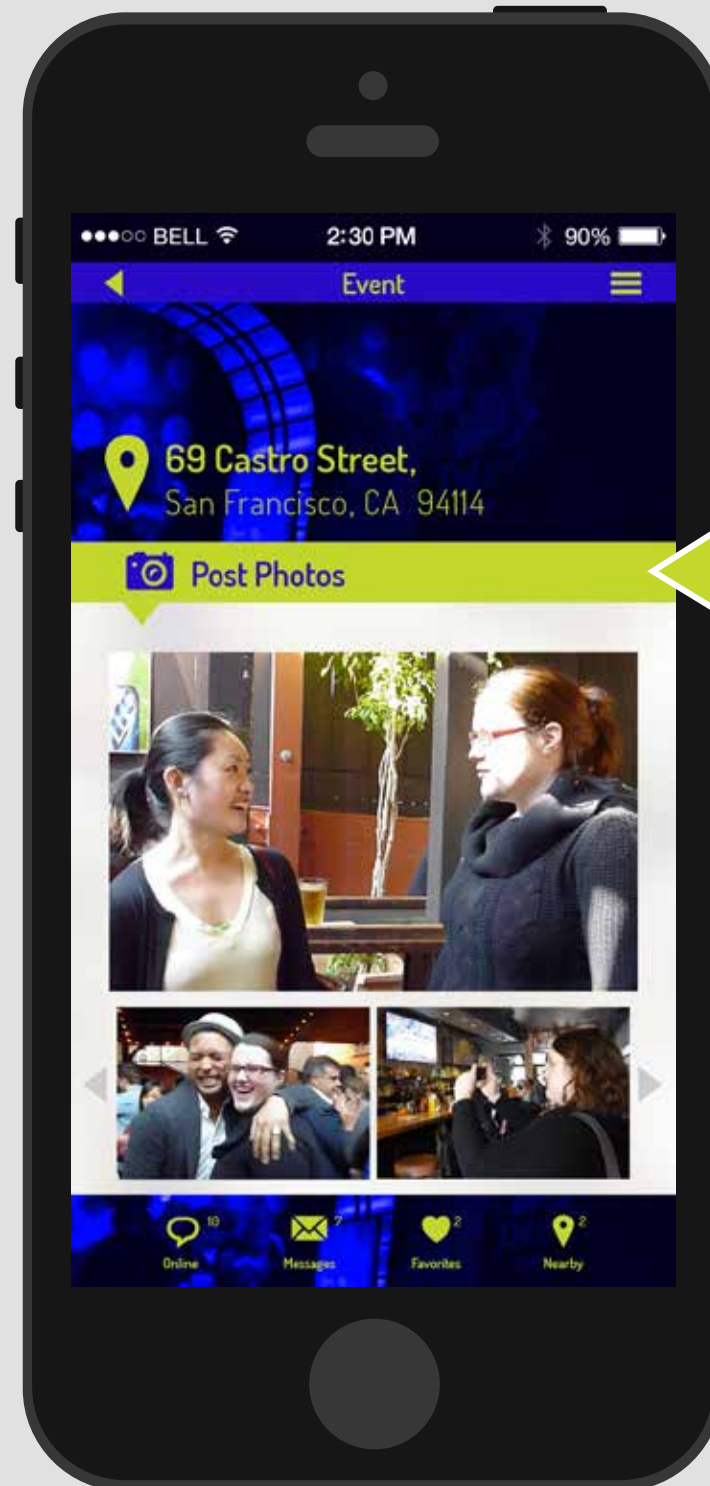
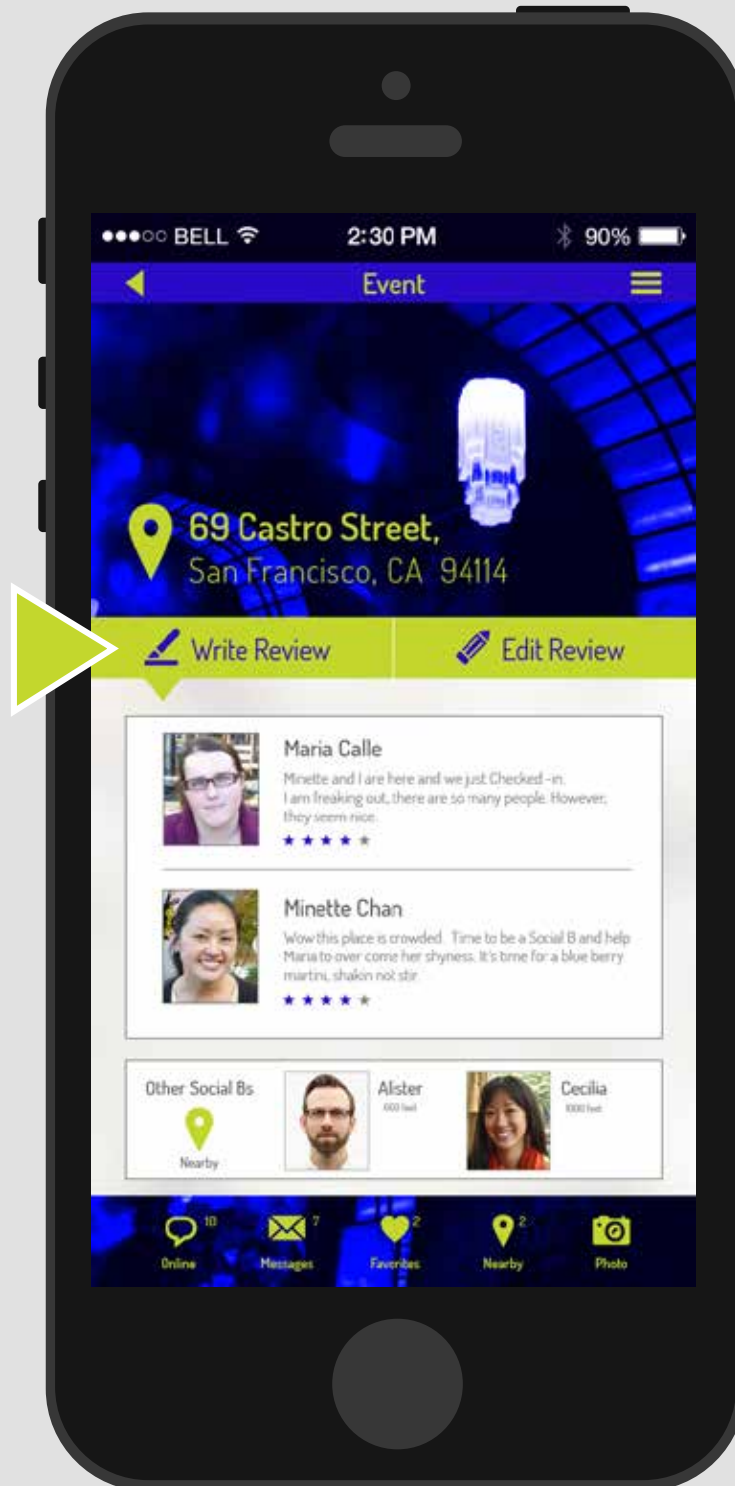


USER WALKTHROUGH

Conversation between the User (Maria) and the Social B (Minette) are exchanged

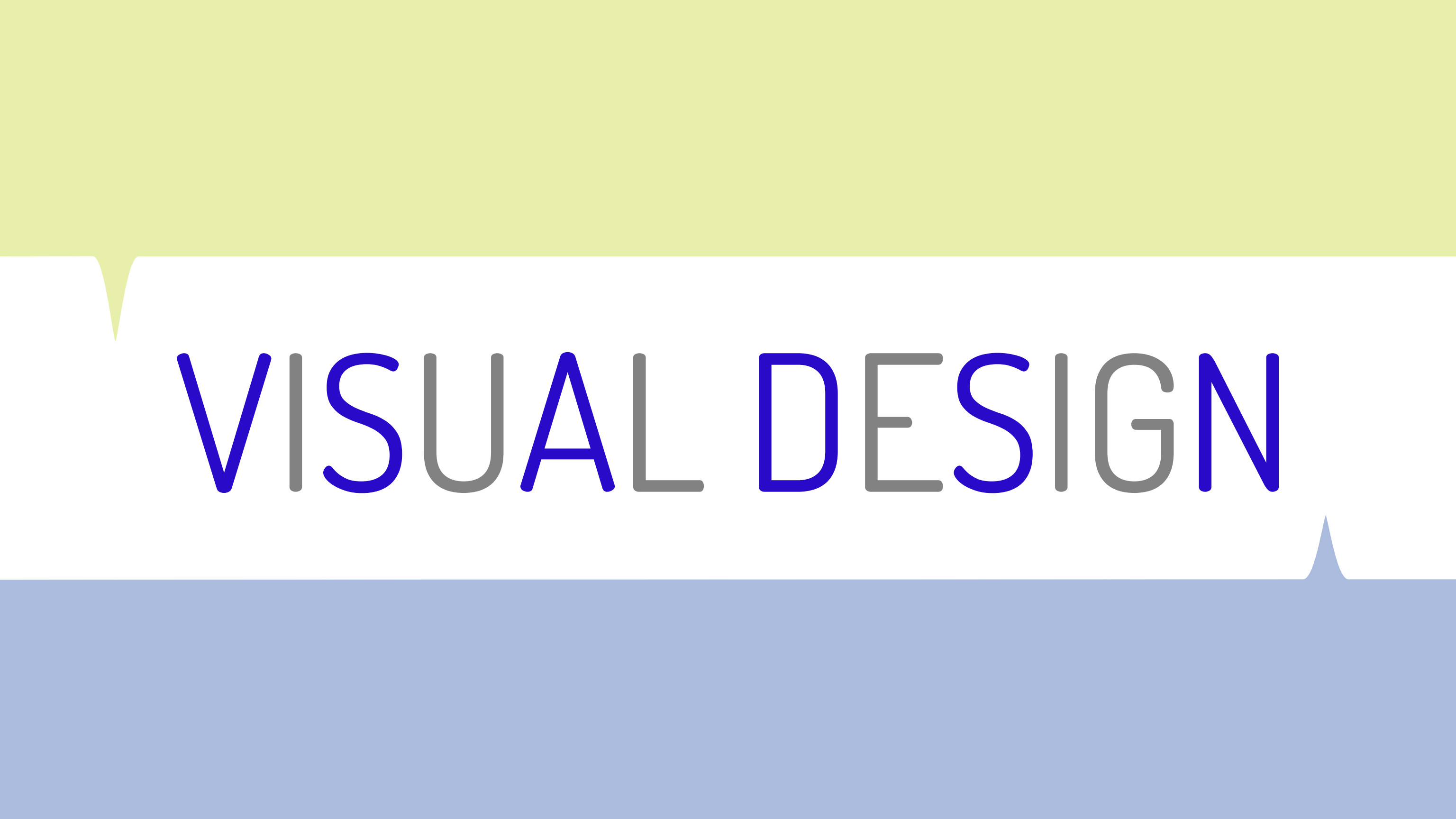
Both parties must check at the same event to unlock the rating system.

USER WALKTHROUGH



Both users rate each other during the event and can see if there are other Social B members at the same event.

Both users can take and post their photos.



VISUAL DESIGN

BRANDING

OPTION 1



COLORS



TAG LINE

Your Social Sidekick

OPTION 3



COLORS



TAG LINE

Be Different - Be Notice

OPTION 2



COLORS



TAG LINE

Your Social Companion

FINAL



COLORS



TAG LINE

Your Plus One

MOOD BOARD



Social B

Adventurous | Daring
Outside Comfort Zone

Dosis

ABCDEFGHIJKLMN
opqrstuvwxyz
1234567890



TIMOTHY NGUYEN RESUME

Email: Timothyhng@yahoo.com **Mobile:** 415-715-7594 **Website:** Timothyhnguyen.com

EXPERIENCE

Freelance

Graphic Designer,
Design Printed Materials
2013 - Present

Video Business/Variety, Los Angeles, CA

Graphic Designer,
Design Printed Materials
2006 - 2010

Ameredia, Inc., San Francisco, CA

Graphic Designer,
Design Printed Materials
2010 - 2013

The Hollywood Reporter, Los Angeles, CA

Graphic Designer,
Design Printed Materials
2000 - 2006

EDUCATION

Academy of Art University

San Francisco, CA
2013 - Present
Major: MFA, Web Design New Media

SKILLS

Adobe CC: Indesign, Photoshop, Illustrator,
Dreamweaver, After Effect

HTML/CSS, Javascript, Graphic Design,
Print Materials, Typography,

University of Southern MS

Hattiesburg, MS
Major: BFA, Graphic Communication

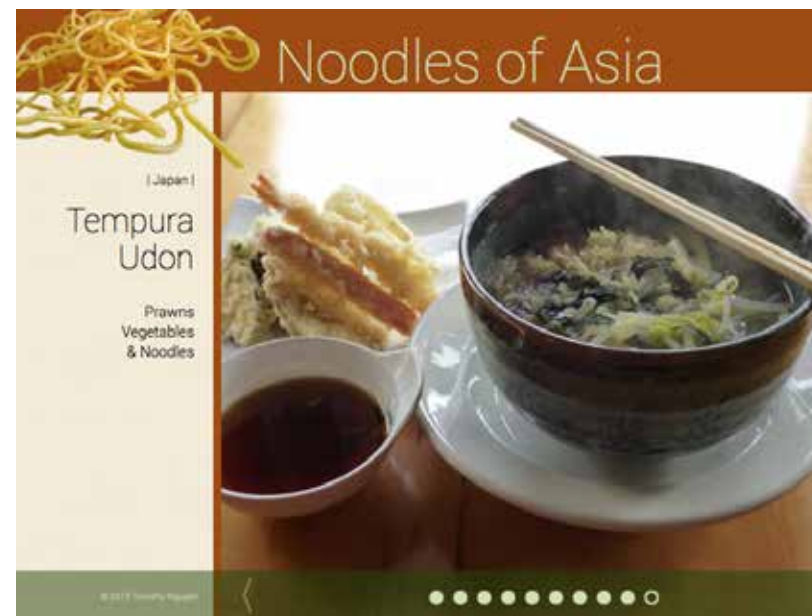
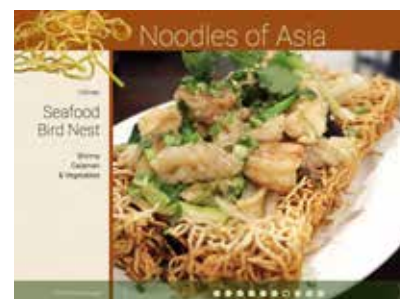
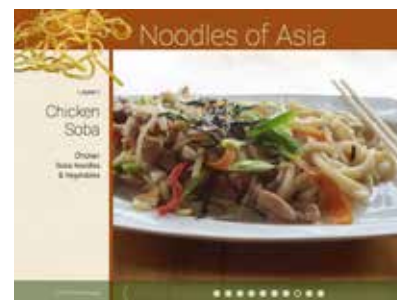
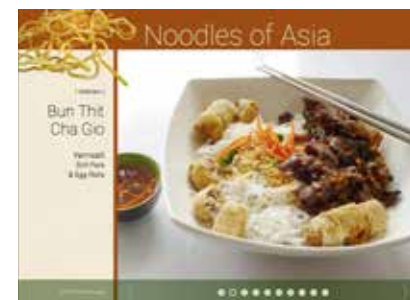
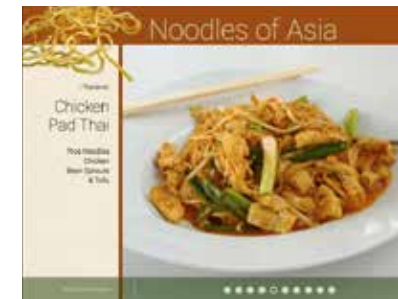
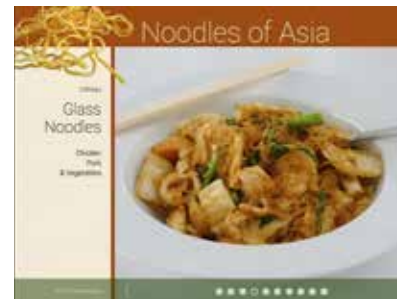
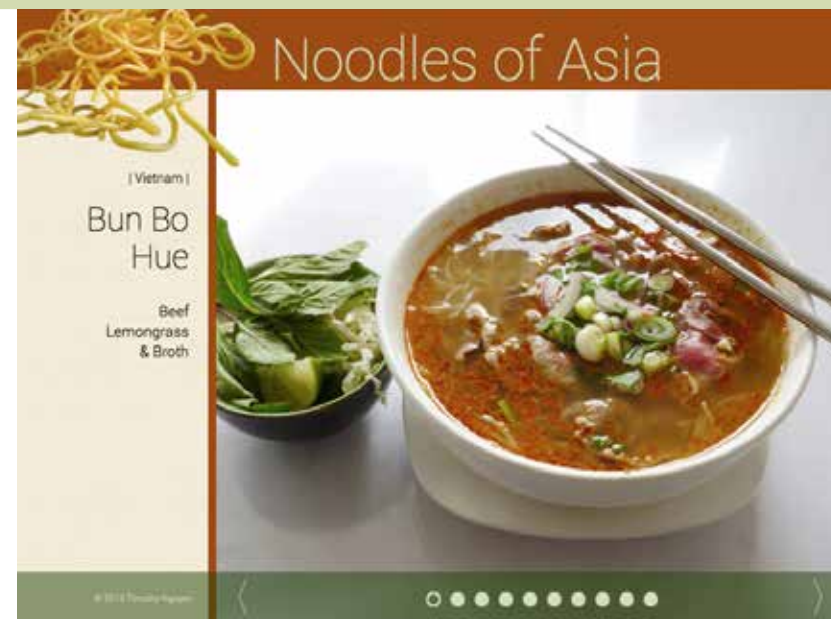
ACKNOWLEDGEMENTS

USM: College of the Arts Endowment Award

Group Exhibition: Mississippi Museum of Art, Jackson, MS



PORTFOLIO



WNM 601
Inside Programming

Instructor: **Andrea Pimentel**
Fall 2013

Noodles of Asia Website Design

Project Skills

CSS
jQuery
Visual Design
Typography

WNM 605

Typography for Digital Masters

Instructor: Kim Hines

Spring 2013

Traditions Website Redesign

Project Skills

Creative Brainstorming

Placement Hierarchy

Visual Design

Web Typography





WNM 605
Typography for Digital Masters

Instructor: Kim Hines
Spring 2013

Traditions Mobile Design

Project Skills
Creative Brainstorming
Placement Hierarchy
Visual Design
Mobile Typography

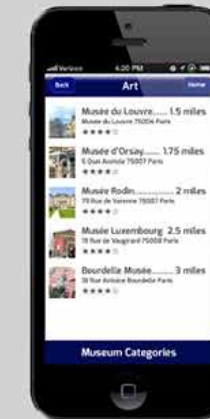
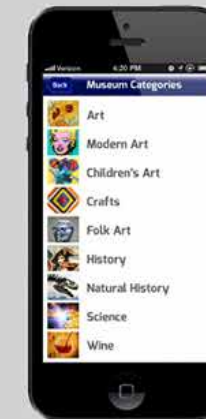
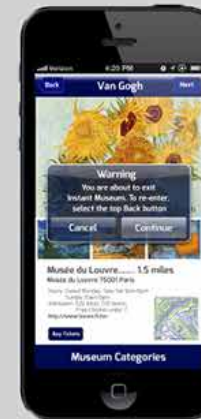
WNM 606
Principles of UX

Instructor: **Cathy Leather**
Spring 2013

Instant Museum UX Design

Project Skills

Logo Design
Mobile Branding
User Experience
User Research
User Testing
Visual Design
Wireframing





WNM 619
Advance Digital Imaging

Instructor: Michael Brunsfeld
Fall 2013

Vertical Panorama

Project Skills

Digital Rendering
Multiple Images
Vertical Manipulation

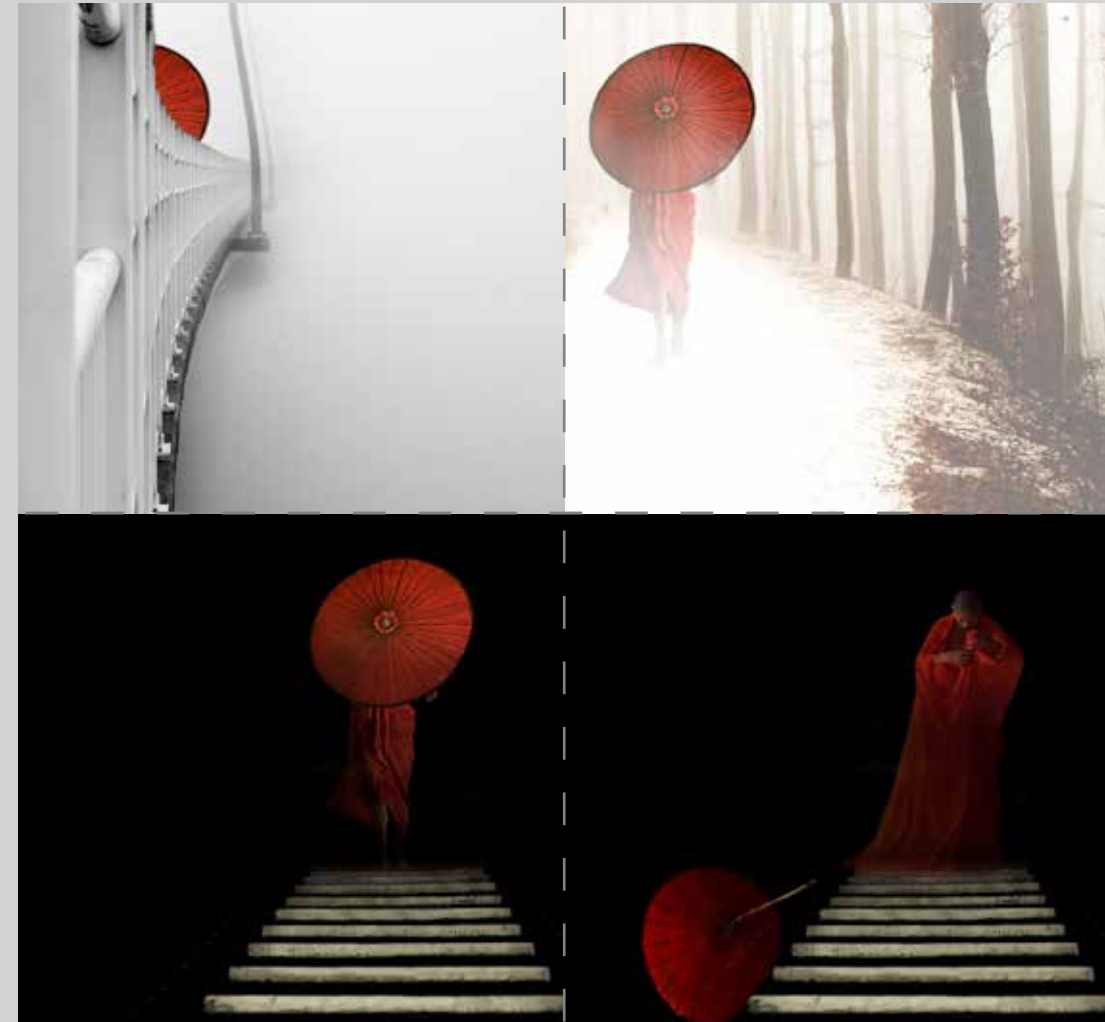
WNM 619
Advance Digital Imaging

Instructor: Michael Brunsfeld
Fall 2013

Red Umbrella

Project Skills

Digital Rendering
Multiple Images
Storyboarding



WNM 613
Motion Graphics

Instructor: Nicole Oettinger
Spring 2014

Settle Down Music Video

Project Skills

After Effects
Illustration
Kinetic Typography
Motion Graphics
Music Rendering
Video Rendering





WNM 613 Motion Graphics

Instructor: Nicole Oettinger
Spring 2014

Gauntlet Gallery Out of Body

Project Skills

After Effects
Illustration
Kinetic Typography
Motion Graphics
Music Rendering
Video Rendering

TIMELINE

- Research
- Concept Refinement
- Coding
- Usability Testing
- Visual Design
- Fun

MIDPOINT
PRESENTATION

SUMMER 2014

FALL 2014

SPRING 2015

SUMMER2015

FALL 2015

GLA 610 - Balancing Creativity
WNM 801 - User Experience
WNM 617 - Mobile Web Tech



GLA 675 - Professional Practices
WNM 801 - Visual Design
WNM 801 - Responsive Web



SUMMER BREAK

WNM 801 - User Experience 2
FA 618 - Composition for
Abstract Art



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Fact Finder

www.factfinder2.census.gov

Pew Research

Pew Research Center's Internet and American Life Project
www.pewresearch.org

Bay Area Census

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Published on May 14, 2012 by Dan Buettner in Thrive

City Data

<http://www.city-data.com/city/San-Francisco-California.html>

Competitors

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<http://rentafriend.com>

The Dating Wingman

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The Boston Wingwoman

<http://bostonwingwoman.com>

TaskRabbit

<https://www.taskrabbit.com>

Inspirations

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Clarence John Laughlin

http://neworleansphotoalliance.org/grants/CJL_Award/
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<http://americanart.si.edu/collections/search/artwork/?id=14351>

Josip Kelava

<http://www.creativebloq.com/graphic-design/graphic-designers-follow-behance-1012941>



It's time for the Wallflower
to come out of her cocoon.



Social B is her **PLUS ONE**

